



Associated Students of Western Washington University
Publicity Center
Account Executive (4 Quarter)

About the Position

Account Executives initialize the publicity process, facilitate contact between clients and the Publicity Center, track project deadlines and milestones, and supervise a team of designers. This position is responsible for ensuring that publicity requests are accepted or denied, designed, produced, and distributed in a timely and professional manner.

Position Classification

Coordinators provide programming for the AS and facilitate events, offices, and groups throughout Western and the Bellingham community. Coordinators report to department directors or supervisors. Specific duties include but are not limited to: event programming, departmental budget authority, coordinating specific office functions, performing administrative work, supervising assistant coordinators, promoting offices and events, and maintaining and updating programming resources for the department.

About the Department

The Associated Students Publicity Center provides promotional services such as graphic design, printing, reproduction, media coordination, distribution, photography, and coverage in The AS Review to students, student organizations, and some campus departments.

Terms of Position

This is a four quarter position. This position starts the Monday before summer classes begin and ends the Friday of finals week the following spring quarter. This position works an average of 15 hours per week. The position holder may work more some weeks and less other weeks depending on the office's needs. The position holder is neither required nor expected to work during intersession, winter break or spring break.

AS Employment Qualifications

- Maintain a minimum credit load throughout term of position of 6 credits for undergraduates and 4 credits for graduates.
- Maintain a minimum of a 2.00 cumulative grade point average.
- Ability to complete the entire term of the position.

Preferred Qualifications

- Experience managing volunteers or employees.
- Experience managing a budget or being a budget authority.
- Conflict management knowledge or experience.
- Computer skills including Microsoft Word, Excel, Publisher and Outlook.

- Demonstrated ability to work collaboratively with people of diverse backgrounds and opinions.
- Strong organizational, multitasking, and time management skills.
- Attention to detail and problem solving abilities.
- Ability to work independently, within deadlines and milestones, and hold flexible hours.

AS Employment Responsibilities

- Serve the membership of the Associated Students in a professional and ethical manner by:
 - Being familiar with and upholding the AS Charter, all WWU policies, and all AS policies including the Employment Policy, Code of Conduct, and Program Standards.
 - Attending all AS staff development events: pre-fall orientation, pre-winter, pre-spring, and mid-quarter staff developments.
 - Being knowledgeable of the AS organization and its general operations.
 - Serving on search committees as designated by the AS Personnel Director.
- Ensure the legacy of this position by:
 - Working with supervisor and Personnel Director to revise and update position job description.
 - Working with the previous position holder to complete a minimum of 15 hours of unpaid internship as well as providing a 15 hour internship to the incoming position holder.
 - Developing and maintaining a legacy document as required by the AS Employment Policy.

Position Responsibilities

- Provide professional design services to Publicity Center clients by:
 - Meeting, maintaining contact, and following up with clients.
 - Acting as the liaison between clients and the Publicity Center by utilizing the Basecamp software, e-mail, phone calls and face-to-face communication.
 - Ensuring all publicity requests are accepted or denied, designed, produced, and distributed in a timely manner.
- Ensure the effectiveness of all office marketing and programming efforts by:
 - Tracking progress of all publicity requests, projects, and orders assigned to this position.
 - Addressing publicity and promotional needs of clients.
 - Working with clients to determine any publicity constraints such as budget, timeline, or target audience.
 - Serving as a publicity resource for AS employees.
 - Serving as advertising purchaser for AS offices.
- Ensure the smooth, effective operations of the Publicity Center by:
 - Devoting at least 15 hours per week to Associated Students business.
 - Establishing and maintaining at least 12 posted office hour per week.
 - Meeting weekly with the Publicity Center Coordinator, and Account Executive team to discuss ongoing projects, deadlines, or milestones and address any possible issues.
 - Acting as the Publicity Center office manager, in collaboration with other Account Executives.
 - Utilizing on-campus services such as Copy and Printing Services, as needed.
 - Supervising a team of graphic designers, assigning them specific graphic design projects, and tracking the progress of those projects.

Salary

Minimum annual salary of \$7,920 (approximately \$292 twice per month summer and fall quarters and approximately \$345 twice per month winter and spring quarters).

Reportage

This position reports directly to the Publicity Center Coordinator.

This job description is subject to change in accordance with the AS Employment Policy.

The Associated Students is an Equal Opportunity Employer.

Revised on February 28, 2013 by motion ASB-13-W-21.